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ASSIGNMENT BOOKLET

Communication Technology 1020

FOR STUDENT USE ONLY	
Date Module Submitted: _____	(If label is missing or incorrect) File Number: _____
Time Spent on Module: _____	Module Number: _____

FOR TEACHER USE ONLY

Assigned Teacher: _____

Module Grading: _____

Graded by: _____

Date Module Received: _____

Module Assignment Recorded: _____

Student's Questions and Comments

Apply Module Label Here

Name

Address

Postal Code

Please verify that preprinted label is for correct course and module.

Teacher's Comments

_____

Teacher

These instructions are for students registered with the Alberta Distance Learning Centre.

INSTRUCTIONS FOR SUBMITTING THIS DISTANCE LEARNING ASSIGNMENT BOOKLET

When you are registered for distance learning courses, you are expected to submit Assignment Booklets for correction regularly. Try to submit each Assignment Booklet as soon as you have completed it. Do not submit more than one Assignment Booklet in one subject at the same time. Before submitting your Assignment Booklet, please check the following:

- Are all the assignments completed? If not, explain why.
- Has your work been reread to ensure accuracy in spelling and details?
- Is the booklet cover filled out and the correct module label attached?

MAILING

1. Postage Regulations

Do **not** enclose letters with Assignment Booklets.

Send all letters in a separate envelope.

2. Postage Rates

Take your Assignment Booklet to the post office and have it weighed. Attach sufficient postage and seal the envelope. Assignment Booklets will travel faster if sufficient postage is used and if they are in large envelopes that do not exceed two centimetres in thickness.

FAXING

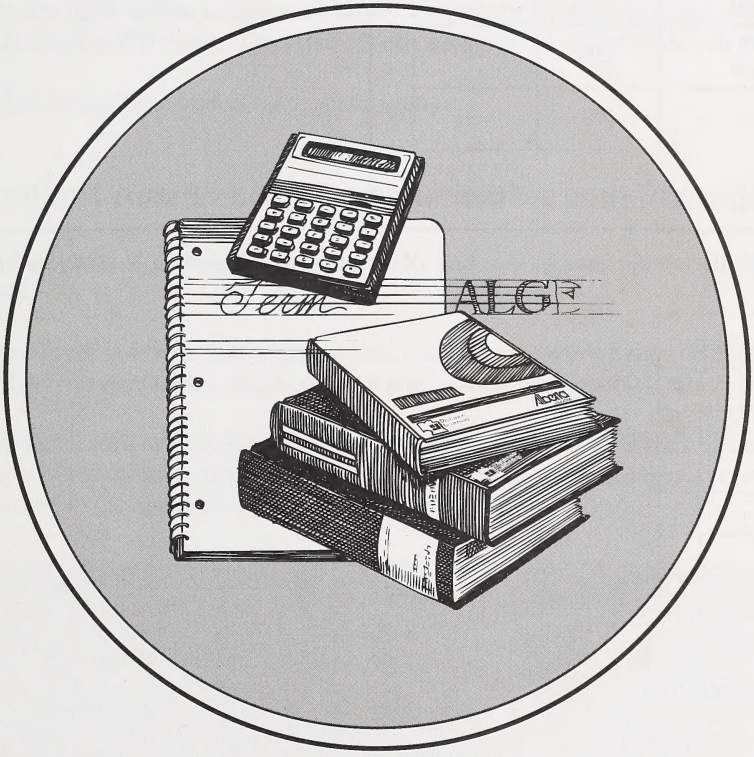
1. Assignment Booklets may be faxed to the Alberta Distance Learning Centre. Contact your teacher for the appropriate fax number.

2. All faxing costs are the responsibility of the sender.

E-MAILING

Assignment Booklets may be e-mailed to the Alberta Distance Learning Centre. Contact your teacher for the appropriate e-mail address.

COMMUNICATION TECHNOLOGY 1020



Media and You

ASSIGNMENT BOOKLET

Distance Learning

Alberta EDUCATION

FOR TEACHER'S USE ONLY

Summary

	Total Possible Marks	Your Mark
Section 1 Assignment	25	
Section 2 Assignment	50	
Section 3 Assignment	25	
	100	

Teacher's Comments

This document is intended for	
Students	✓
Teachers	✓
Administrators	
Parents	
General Public	
Other	

Communication Technology 1020
Assignment Booklet
Media and You
Learning Technologies Branch
ISBN 0-7741-1436-3

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ASSIGNMENT BOOKLET
COMMUNICATION TECHNOLOGY 1020 – MEDIA AND YOU

Your mark on this module will be determined by how well you do your assignments in this booklet.

Work slowly and carefully. If you are having difficulties, go back and review the appropriate section.

There are three section assignments in this Assignment Booklet. The total value of these assignments is 100 marks. The value of each assignment is stated in the left margin.

Be sure to proofread each assignment carefully.

Section 1 Assignment: Communicating with Photographs

25

Read all parts of your assignment carefully and record your answers in the appropriate places.

In Activity 5, you were told to take at least one roll of film using any camera that you had access to. Then you were told to choose the five photographs that you think turned out the best.

With a glue stick or tape, securely attach those five photographs to the following pages. The quality of your photographs will be evaluated according to the following criteria as well as your responses to the questions.

Qualities of a Good Photograph

- The image is in focus.
- The photograph is free of unwanted elements.
- Important details have not been unintentionally cut off or obscured.
- The photograph is not too light or too dark to achieve the photographer's intent.
- The camera was placed at an appropriate distance to capture all of the important details.
- The subject is not too close to the edge of the picture.
- The subject is not in the geometrical centre of the picture (except in a formal portrait photograph).
- More space was left in front of the subject than behind it.
- When appropriate, the edges of the photograph are parallel to prominent horizontal or vertical lines in the picture.

1. **Photograph #1**

Attach your photograph in this space.

(1) a. What was your intent with this photograph?

(2) b. What elements or details included in the photograph are important to achieving your intent?

(1)

c. This photograph fulfils all of the criteria for a good photograph, as presented at the beginning of this assignment. (Yes/No)

Student's Comment:

_____

_____

_____

Teacher's Comment:

_____

_____

_____

_____

_____

2. **Photograph #2**

Attach your photograph in this space.

(1) a. What was your intent with this photograph?

(2) b. What elements or details included in the photograph are important to achieving your intent?

(1) c. This photograph fulfils all of the criteria for a good photograph, as presented at the beginning of this assignment. (Yes/No)

Student's Comment:

Teacher's Comment:

3. **Photograph #3**

Attach your photograph in this space.

(1) a. What was your intent with this photograph?

(2) b. What elements or details included in the photograph are important to achieving your intent?

(1)

c. This photograph fulfils all of the criteria for a good photograph, as presented at the beginning of this assignment. (Yes/No)

Student's Comment:

_____

_____

_____

Teacher's Comment:

_____

_____

_____

_____

_____

4. **Photograph #4**

Attach your photograph in this space.

(1) a. What was your intent with this photograph?

(2) b. What elements or details included in the photograph are important to achieving your intent?

(1) c. This photograph fulfils all of the criteria for a good photograph, as presented at the beginning of this assignment. (Yes/No)

Student's Comment:

Teacher's Comment:

5. **Photograph #5**

Attach your photograph in this space.

(1) a. What was your intent with this photograph?

(2) b. What elements or details included in the photograph are important to achieving your intent?

(1)

c. This photograph fulfils all of the criteria for a good photograph, as presented at the beginning of this assignment. (Yes/No)

Student's Comment:

_____

_____

_____

Teacher's Comment:

_____

_____

_____

_____

_____

(5)

6. Choose one of your five photographs that didn't turn out quite as well as you expected. If you could take this picture over again, what would you do to improve its quality?

The photograph that I would like to retake, if I could, is photograph # _____. This is what I would do to improve it:

_____

_____

_____

_____

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_____

_____

50

Section 2 Assignment: A Short Audio/Video Production

Choose one of the following video production assignments:

- Produce a one-minute television commercial.
- Produce a one- or two-minute television news story.
- Produce a short (approximately three minutes or the length of a song) music video

Your video production will be evaluated for each of the following steps: outline, storyboard, script, and finished product.

Before shooting your production, you'll have to follow through with the three steps in planning a video production. Each step of the production is important and should be taken seriously. Remember, the better planned the production is, the easier it will be to film and edit your video.

Before shooting your video, consider the method that you're going to use to edit your video; this choice will affect how you plan and film your video.

Another thing you might like to do before you begin production is to do some research. Watch television commercials, news stories, and music videos to get a feel for what you'd like to produce.

You'll also have to assemble a production crew. This will require you to ask others to participate in the production. You'll need actors to help you act out the story line. You may ask your friends, relatives, or classmates to participate.

Any props and/or costumes you need will have to be acquired before you begin. Keep it simple; that way you can cut costs. Use materials that you and/or someone you know already has at home or work.

If you plan it right, your only cost will be the videotape itself. Videotapes vary in price. The higher the quality of tape, the higher the cost; the lower the quality, the lower the cost. Purchase what you can afford.

Mark Distribution

Outline	**/5 marks**
Storyboard	**/10 marks**
Script	**/10 marks**
Finished product	**/25 marks**
TOTAL	**/50 marks**

Teacher's Comments: _____

_____

25

Section 3 Assignment: A Print Message

Now that you've completed Section 2, you'll have the opportunity to create your own print message. In fact, you're going to create your own newspaper or magazine ad or public service announcement. It will be printed on $8\frac{1}{2}$-inch by 11-inch stock (letter-sized paper). The use of colour, though desirable, is optional.

Before you begin the project, you should collect different ads or public-service announcements from newspapers and magazines. Examine these printed pieces carefully, and decide whether you wish to complete an ad or a public service announcement for a newspaper or magazine. Once that decision is made, you're ready to start in on your design project.

You must consider the elements of a printed message and the seven design principles and apply them to your project. You're required to complete each stage of layout development. As well, you're expected to create a final copy of your print message.

The ad or public-service announcement that you create cannot be exactly the same as another you've seen. You must create your own product or message to sell, and your printed message must be original.

Attach your thumbnail sketches, rough layout, comprehensive layout, and the final print message to your Assignment Booklet. Label each page with your name and the name of the module.

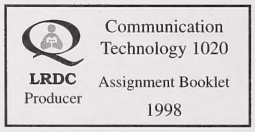
Mark Distribution

Part A: Layout Development		
Thumbnail sketches	**/5 marks**	
Rough layout	**/5 marks**	
Comprehensive layout	**/5 marks**	
Part A Total		**/15 marks**
Part B: Final Print Message (10 marks)		
Application of design principles	**/3 marks**	
Four elements of a print message	**/3 marks**	
Professional quality of product	**/4 marks**	
Part B Total		**/10 marks**
TOTAL		**/25 marks**

Teacher's Comments: _____

_____

_____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